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Breast Cancer Awareness License Plate Now Available

JEFFERSON CITY -- A report from the National Cancer Institute estimates that approximately 1 in 8 women in the United States will develop breast cancer during her lifetime. In Missouri, it is expected that 4,000 new cases of breast cancer will be diagnosed, and of those, it is estimated that 800 women will die this year.

In response to an overwhelming need, Governor Bob Holden recently signed into law versions of House Bill 2123 and Senate Bill 1241. This legislation created the Missouri Women's Council Breast Cancer Awareness pink license plate.

The law creating the plates takes effect on Wednesday (August 28).

"These license plates will help raise much needed funds that are designated for the sole purpose of providing breast cancer services for individuals who cannot afford them on their own," said Cheryl Grazier, executive director of the Missouri Women's Council.

Missourians can participate by making a tax-deductible donation of \$25 or more to the Friends of the Missouri Women's Council by sending a check to: Pink Plate, PO Box 1684, Jefferson City, MO 65102, along with a completed application.

The application is now available on the Women's Council web site at www.womenscouncil.org/licenseplate.html.

"Missouri's women and families need your help," said Grazier. "This is a great opportunity to increase breast cancer awareness and to raise needed funds. Also, if you would like to make a donation to the Friends of the Missouri Women's Council and support Missouri's breast cancer survivors, your help will be sincerely appreciated."

For additional information on how to purchase this license plate, contact the Missouri Women's Council at (573) 751-0810 or toll-free at 1-877-426-9284.